CLUB BENSON & HEDGES TALLY

HOUSTON

Market:
Houston, TX

Date	Venue	Estimated Attendance	Surveys	Samples Distributed	Comments
4/8/95	West Colony	330	319	335	strong demo. for B&H
4/9/95	West. Colony	350	331	378	strong demo., great weather
4/11/95	Billy Blue's	145	137	199	"no alcohol" policy reduced attendance
4/12/95	Gulf Greyhound	515	501	617	strong event even without bus
4/13/95	Gulf Greyhound	275	254	308	considerable rain
4/14/95	Arena Theatre	175	151	166	
4/17/95	America Mall	115	104	109	rain & storms reduced attendance
4/18/95	America Mall	110	102	110	rain caused event to open late and low turnout
4/20/95	Gulf Greyhound	360	347	363	
4/22/95	International F.	950	* 906	994	excellent demo. for B&H
4/23/95	International F.	1,075	** 1,037	1,107	
4/24/95	City Hall	100	91	n/a	no sampling allowed
4/25/95	City Hall	120	106	n/a	no sampling allowed
4/26/95	Worldfest Film	100	96	138	

* Surveys completed at Club B&H = 656
Surveys completed at satellite/kiosk = 254

** Surveys completed at Club B&H= 651
Surveys completed at satellite/kiosk = 386

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Revised: May 1, 1995

Source: https://www.industrydocuments.ucsf.edu/docs/lrcn0004

CLUB BENSON & HEDGES TALLY

HOUSTON

Market: Houston, TX					
Date	Venue	Estimated Attendance	Surveys	Samples Distributed	Comments
4/27/95	Worldfest Film	100	87	118	
4/28/95	Houston Arena	200	187	193	
4/28/95	City Hall	125	118	n/a	no sampling
4/29/95	International F.	1,250	* 1,168	1,364	
4/30/95	International F.	1,075	** 1,002	1,193	
	Totals to date	7,470	2,044	7,692	

* Surveys completed at Club B&H = 881
Surveys completed at satellite/kiosk = 287

** Surveys completed at Club B&H = 781
Surveys completed at satellite/kiosk = 221

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